

# CANADIANS AND THEIR HAIR CARES



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## CANADIANS AND THEIR HAIR CARES

**Toronto, ON-** According to an A and E Marketing/Shen Min Hair Care poll conducted by Ipsos-Reid, eight in ten (80%) Canadians are currently happy with their hair, while one in five (20%) Canadian are currently unhappy with their hair – higher among women (24%). Of Canadians who are unhappy with their hair, length (26%), colour (23%) and texture --straight versus curly (21%) are most frequently mentioned when it comes to what they would like to change about their hair. When asked which of the following they would choose -- a hair brush/comb or make up -- if they had to go one day with only one of these items, seven in ten (70%) women say that they would choose a hair brush/comb compared to three in ten (30%) who would choose make up. For men it's more close cut ... half (51%) choose a hair brush/comb over a shave (48%). Half (48%) of Canadians (67% of Canadian women) say that they are aware that diet and hormones can impact hair loss in women.

*These are the findings of an Ipsos-Reid/A & E Marketing/Shen Min Hair Care poll conducted between July 30<sup>th</sup> and August 1<sup>st</sup>, 2002. The poll is based on a randomly selected sample of 1,000 adult Canadians. With a sample of this size, the results are considered accurate to within  $\pm 3.1$  percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 1996 Census data.*



## ***One in Five (20%) Canadians Are Currently Unhappy with Their Hair – Higher Among Canadian Women (24%)***

Eight in ten (80%) Canadians say that they are currently happy with their hair, while one in five (20%) are currently unhappy with their hair. Of Canadians who are unhappy with their hair, length (26%), colour (23%) and texture --straight versus curly (21%) are most frequently mentioned when it comes to what they would like to change about their hair. Two in ten (19%) mentions relate to reducing hair loss (8%) or thickness/lots of hair (11%). When asked whether they are aware that diet and hormones can impact hair loss in women, half (48%) of Canadians (67% of Canadian women) say they are aware of this.

- Women (24%) are significantly more likely to be unhappy with their hair than men (15%).
- Canadians from Atlantic Canada (26%), Saskatchewan/Manitoba (25%) and Alberta (23%) are most likely to be unhappy with their hair, while residents of Ontario (19%), Quebec (18%) and BC (16%) are most likely.
- Of those who are unhappy with their hair, women are more likely to say that they would to change the colour (29% versus 14%) or texture (28% versus 12%) compared to men.
- Those from Saskatchewan/Manitoba (46%) are more likely to say that they would change their hair colour, while those from BC are least likely to change their hair colour (13%).



## ***Women are More Likely To Choose a Hair Brush or Comb Over Make Up if They Had to Go a Day Without One (70% versus 30%)***

When asked which of the following they would choose, a hair brush / comb or make up, if they had to go one day with only one of these items, seven in ten (70%) women choose a hair brush/comb compared to three in ten (30%) who choose make up.

- Older women, ages 34 to 54 (69%) and 55+ (83%), are more likely to choose a hair brush / comb over make up for a day, compared to younger women ages 18 to 34 (59%).
- Women in Saskatchewan/Manitoba (77%), Ontario (73%) and Alberta (70%) are most likely to choose a hair brush / comb over make up for a day.

## ***For Men It's More Close Cut: 51% Would Choose a Hair Brush or Comb; 48% Would Chose A Shave If They Had to Go a Day Without One***

Men, on the other hand, when give a choose between only a hair brush/comb and a shave for a day, are equally likely to choose a hair brush / comb over a shave (51% versus 48%).

- Like women, older men 35 to 54 (57%) and 55+ (57%) are more likely to choose a hair brush/comb over a shave for a day than younger men 18 to 34 (41%).
- Men from Altantic Canada (70%) and Alberta (66%) are most likely to choose a hair brush or comb over a shave for a day.



**Ipsos Reid**

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